

# **A preliminary examination of GPT-4's capabilities for the localization of in-game humour**

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## **Abstract**

This paper serves as a preliminary, qualitative exploration of the capabilities of GPT-4 in localization (L10n), specifically of culturally specific in-game humour. As culturally and linguistically complex phenomena, humorous and comedic devices pose significant challenges during L10n processes, particularly as these elements are often deeply integrated into gameplay, video game narratives, and fictional character development. This exploration involved prompting the GPT-4 chatbot, run via the Poe website, to provide localizations for several comedic devices (with an emphasis on puns and wordplay containing cultural items) extracted from Chinese video game strings into English. Variables such as localization constraints, in-game co-text and context, and target player variations were investigated to explore their effects on bot output. The findings indicate certain ability on the part of GPT-4 for comprehending humour, detecting comedic devices, and localizing certain humorous elements within set constraints. However, the study also reveals limitations and caveats in various areas of humour translation and adaptation. Drawing on its results, the study discusses the advantages and drawbacks of the possible integration of chatbots in localization processes involving the translation and adaptation of culture-bound humour.

## **Biography**

Dr. Luis Damián MORENO GARCÍA is an Assistant Professor and Chinese-Spanish translator. He holds a BA in Spanish-English Translation, an MA in Multimedia Translation, an MA in Teaching Spanish as a Foreign Language, and a PhD in Audiovisual Translation. His research interests lie in the fields of audiovisual translation, translation technologies and localization in Chinese, English, and Spanish. He freelances as a video game localizer/LQA tester in the Chinese-Spanish language pair and is also a certified English-Spanish sworn translator. He is a member of the European Society for Translation Studies, the International Association for Translation and Intercultural Studies, and the Hong Kong Translation Society.